

What is claimed is:

1. A method of buying back goods, comprising steps of:

at a sales center, designating a buy-back center to a user that has purchased goods that are a targeted item;

5 at said buy-back center, directing said user to enter as input the order number of the goods that were purchased through said sales center at a Website on a network and accepting an application for buy-back of a used item; and

10 at said buy-back center, having confirmed that said user has purchased goods from said sales center based on said order number, giving said user a prescribed benefit.

2. A method of buying back goods according to claim 1, further comprising steps of:

at said Website of said sales center on a network, accepting an application for purchase of goods by 5 directing said user to enter as input personal data of said user;

registering said personal data of said user that said sales center has directed said user to enter as input when applying for purchase and information relating to 10 goods that said user purchased in correspondence with said order number in a user information database in said sales center;

registering in advance information on the
particulars of a benefit that is to be given to said user
15 by said sales center in an item information database in
said sales center; and

obtaining, by said buy-back center, information
relating to said user from said user information database
and/or said item information database in said sales center
20 based on said order number that said user is directed to
enter as input when applying for buy-back.

3. A method of buying back goods according to
claim 2, further comprising steps of:

accepting an application for buy-back at a Website
of said buy-back center by directing said user to enter as
5 input both said order number and said personal data of
said user;

transmitting by way of said network from said buy-
back center to said sales center said order number and
said personal data of said user that said user was
10 directed to enter as input at the time of application for
buy-back;

checking at said sales center for matching of said
personal data that is registered in said user information
database in correspondence with said order number that was
15 transmitted in from said buy-back center with said
personal data that was transmitted in from said buy-back

center; and

having confirmed that said personal data matches,
obtaining at said sales center information relating to
20 said user from said user information database and/or said
item information database in said sales center and
transmitting said obtained information to said buy-back
center by way of said network.

4. A method of buying back goods according to
claim 3, wherein:

said information relating to said user is
information relating to goods that said user has purchased
5 that is registered in correspondence with said order
number in said user information database in said sales
center, and/or information on the particulars of a benefit
that is to be given to said user that is registered in
said item information database in said sales center.

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5. A method of buying back goods according to
claim 3, wherein:

said buy-back center proceeds with a process of
buying back a used item from said user only when said
5 personal data of said user that said user was directed to
enter as input when applying for buy-back matches said
personal data of said user that is registered in said user
information database in said sales center.

6. A method of buying back goods according to
claim 4, wherein:

said particulars of the benefit that is given to
said user vary according to the maker or model of the
5 goods that said user purchases from said sales center
and/or the used item that said buy-back center buys back
from said user.

7. A method of buying back goods according to
claim 2, comprising steps wherein:

an application for buy-back is accepted by directing
said user to enter as input personal data of said user
5 together with said order number at the Website of said
sales center;

said buy-back center directly accesses said user
information database in said sales center by way of said
network and checks whether said personal data that is
10 registered in said user information database in said sales
center in correspondence with said order number that said
user was directed to enter as input when applying for buy-
back matches said personal data that said user was
directed to enter as input when applying for buy-back; and
15 said buy-back center, having confirmed that said
personal data matches, directly accesses said user
information database and/or said item information database

in said sales center by way of said network and obtains information relating to said user.

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8. A method of buying back goods according to claim 7, wherein:

said information relating to said user is information relating to goods that said user has purchased that is registered in correspondence with said order number in said user information database in said sales center, and/or information on the particulars of a benefit that is to be given to said user that is registered in said item information database in said sales center.

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9. A method of buying back goods according to claim 7, wherein:

said buy-back center proceeds with the process of buying back a used item from said user only when said personal data of said user that said user was directed to enter as input when applying for buy-back matches said personal data of said user that is registered in said user information database in said sales center.

10. A method of buying back goods according to claim 2, further comprising steps wherein:

said order number that said user was directed to enter as input when applying for buy-back is transmitted

5 from said buy-back center to said sales center by way of
said network; and

 said sales center, based on said order number that
has been transmitted from said buy-back center, obtains
information relating to said user from said user
10 information database and/or said item information database
in said sales center and transmits said obtained
information relating to said user to said buy-back center
by way of said network.

11. A method of buying back goods according to
claim 10, wherein:

 said information relating to said user is: said
personal data of said user and information relating to
5 goods that said user has purchased that are registered in
correspondence with said order number in said user
information database in said sales center; and/or
information on the particulars of a benefit that is to be
given to said user that is registered in said item
10 information database in said sales center.

12. A method of buying back goods according to
claim 11, wherein:

 said particulars of the benefit that is given to
said user vary according to the maker or model of the
5 goods that said user purchases from said sales center

and/or the used item that said buy-back center buys back from said user.

13. A method of buying back goods according to claim 2, further comprising a step wherein:

based on said order number that said user was directed to enter as input when applying for buy-back, said buy-back center directly accesses by way of said network said user information database and/or said item information database in said sales center to obtain information relating to said user.

14. A method of buying back goods according to claim 13, wherein:

said information relating to said user is: said personal data of said user and information relating to goods that said user has purchased that are registered in correspondence with said order number in said user information database in said sales center; and/or information on the particulars of a benefit that is to be given to said user that is registered in said item information database in said sales center.

15. A method of buying back goods according to claim 14, wherein:

said particulars of the benefit that is given to

5 said user vary according to the maker or model of the
goods that said user purchases from said sales center
and/or the used item that said buy-back center buys back
from said user.

16. A method of buying back goods according to
claim 1, further comprising a step wherein:

5 said buy-back center simultaneously carries out a
process of paying the buy-back price of a used item to
said user and a process of giving a benefit to said user.

17. A method of buying back goods according to
claim 1, further comprising a step wherein:

5 said buy-back center, after completing the process
of paying the buy-back price of a used item to said user,
transmits to said sales center by way of said network buy-
back results that include information relating to the used
item that has been bought back from said user.

18. A system for buying back goods, comprising:
a sales center for marketing target goods; and
a buy-back center, being designated by said sales
center to users that have purchased target goods, said
5 buy-back center including a buy-back server for operating
a Website on a network for accepting applications to buy
back used items by directing said users to enter as input

the order numbers of goods that said users have purchased through said sales center, and for giving a prescribed
10 benefit to users after confirming, based on said order number, that these users have purchased goods from said sales center.

19. A system for buying back goods according to claim 18, wherein:

said sales center includes a sales server that is equipped with:

5 means for operating a Website on said network for directing said users to enter as input personal data of said users and accepting applications to purchase goods; and

means for registering, in correspondence with said
10 order number in a user information database in said sales center, said personal data of said users that said users are directed to enter as input when applying to purchase goods and information relating to goods that said users have purchased; and further, for registering in advance in
15 an item information database in said sales center, information on the particulars of benefits that are to be given to said users;

and said buy-back server obtains information relating to said users from said user information database
20 and/or said item information database in said sales center

based on said order numbers that said users are directed to enter as input when applying for buy-back.

20. A system for buying back goods according to claim 19, wherein:

 said buy-back server comprises:

 site management means for managing a Website that
5 directs said users to enter as input personal data of said users together with said order numbers and accepts applications for buy-back of used items; and
 communication means for transmitting, to said sales server by way of said network, said order numbers and said
10 personal data of said users that said users are directed to enter as input when applying for buy-back; and

 said sales server comprises:

 information management means for, after confirming that said personal data that is registered in said user
15 information database in correspondence with said order numbers that have been transmitted in from said buy-back server matches personal data that has been transmitted in from said buy-back server, obtaining information relating to said users from said user information database and/or
20 said item information database in said sales center; and
 communication means for transmitting, to said buy-back server by way of said network, information relating to said users that has been obtained by said information

management means from said user information database

25 and/or said item information database.

21. A system for buying back goods according to
claim 20, wherein:

said information relating to said users is
information relating to goods that said users have
5 purchased that is registered in correspondence with said
order numbers in said user information database in said
sales center, and/or information on the particulars of the
benefits that are to be given to said users that is
registered in said item information database in said sales
10 center.

22. A system for buying back goods according to
claim 20, wherein:

the process of buying back used items from said
users by means of said buy-back center proceeds only when
5 said personal data of said users that said users have been
directed to enter as input when applying for buy-back by
at said buy-back center matches with said personal data of
said users that is registered in said user information
database in said sales center.

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23. A system for buying back goods according to
claim 21, wherein:

said particulars of the benefits that are given to
said users vary according to the maker or model of the
5 goods that said users have purchase from said sales center
and/or the used items that said buy-back center buys back
from said users.

24. A system for buying back goods according to
claim 19, wherein said buy-back server comprises:

site management means for managing a Website that
directs said users to enter as input personal data of said
5 users together with said order numbers and accepts
applications to buy back used items; and

information management means for directly accessing
said user information database in said sales center by way
of said network, and after confirming that said personal
10 data that is registered in said user information database
in correspondence with said order number that said user
was directed to enter as input when applying to purchase
goods matches said personal data that said user was
directed to enter as input when applying for buy-back, for
15 directly accessing said user information database and/or
said item information database in said sales center by way
of said network and obtaining information relating to said
user.

25. A system for buying back goods according to

claim 24, wherein:

5 said information relating to said user is
information relating to goods that said user has purchased
that is registered in correspondence with said order
number in said user information database in said sales
center, and/or information on the particulars of the
benefits that are to be given to said user that is
registered in said item information database in said sales
10 center.

26. A system for buying back goods according to
claim 24, wherein:

5 the process of buying back used items from said
users by said buy-back center proceeds only when said
personal data of said users that said users have been
directed to enter as input when applying for buy-back at
said buy-back center matches with said personal data of
said users that is registered in said user information
database in said sales center.

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27. A system for buying back goods according to
claim 19, wherein:

5 said buy-back server comprises:
site management means for managing a Website that
directs said users to enter as input said order number and
accepts applications to buy back used items; and

communication means for transmitting, to said sales server by way of said network, said order numbers that said users were directed to enter as input when applying
10 for buy-back; and

said sales server comprises:

information management means for obtaining, based on said order numbers that have been transmitted from said buy-back server, information relating to said users from
15 said user information database and/or said item information database in said sales center; and

communication means for transmitting, to said buy-back server by way of said network, information relating to said users that has been obtained by said information management means from said user information database
20 and/or said item information database.

28. A system for buying back goods according to claim 27, wherein:

said information relating to said users is said personal data of said users and information relating to
5 goods that said users have purchased that are registered in correspondence with said order numbers in said user information database in said sales center, and/or information on the particulars of the benefits that are to be given to said users that is registered in said item
10 information database in said sales center.

29. A system for buying back goods according to
claim 28, wherein:

said particulars of benefits that are to be given to
said users vary according to the maker or model of goods
5 that said users have purchased from said sales center
and/or the used items that said buy-back center buys back
from said users.

30. A system for buying back goods according to
claim 19, wherein said buy-back server comprises:

site management means for managing a Website that
directs said users to enter as input said order numbers
5 and accepts applications to buy back used items; and
information management means for directly accessing
said user information database and/or said item
information database in said sales center by way of said
network based on said order numbers that said users are
10 directed to enter as input when applying for buy-back and
obtaining information relating to said users.

31. A system for buying back goods according to
claim 30, wherein:

said information relating to said users is said
personal data of said users and information relating to
5 goods that said users have purchased that are registered

in correspondence with said order numbers in said user information database in said sales center, and/or information on the particulars of benefits that are to be given to said users that is registered in said item 10 information database in said sales center.

32. A system for buying back goods according to claim 31, wherein:

said particulars of benefits that are to be given to said users vary according to the maker or model of the 5 goods that said users have purchased from said sales center and/or the used items that said buy-back center buys back from said users.

33. A system for buying back goods according to claim 18, wherein:

said buy-back server includes means for simultaneously executing a process of paying the buy-back 5 prices of used items to said users and a process of giving benefits to said users.

34. A system for buying back goods according to claim 18, wherein:

said buy-back server includes means for transmitting, to said sales server by way of said network, results of 5 buy-back that include information relating to the used

items that have been bought back from said users after completing the process of paying the buy-back prices of the used items to said users.

35. A sales server that is provided in a sales center for marketing target goods to users, said sales server comprising:

site management means for managing a Website on a
5 network that directs said users to enter as input personal data of said users and accepts applications to purchase goods; and

information management means for registering, in a user information database in said sales center, personal data of said users that said users were directed to enter as input when applying to purchase goods and information relating to goods that said users have purchased in correspondence with order numbers of said goods that said users have purchased; and further, for registering in advance in an item information database in said sales center information on the particulars of benefits that are to be given to said users when said users allow a specific buy-back center to buy back targeted used items; and moreover, for obtaining information relating to said users from said user information database and/or said item information database when said order numbers have been transmitted in from said buy-back center by way of said

network; and

25 communication means for transmitting, to said buy-back center by way of said network, information relating to said users that has been obtained from said user information database and/or said item information database by said information management means.

36. A sales server according to claim 35, wherein:
said information relating to said users is
information relating to goods that said users have
purchased that is registered in said user information
5 database in correspondence with said order numbers and/or
information on the particulars of benefits that are to be
given to said users that is registered in said item
information database.

37. A sales server according to claim 36, wherein:
said particulars of benefits that are to given to
said users vary according to the maker and model of goods
that said users have purchased from said sales center
5 and/or used items that said buy-back center has bought
back from said users.

38. A sales server according to claim 35, wherein:
said information relating to said users is said
personal data of said users and information relating to

goods that said users have purchased that are registered
5 in said user information database in correspondence with
said order numbers and/or information on the particulars
of benefits that are to be given to said users that is
registered in said item information database.

39. A sales server according to claim 38, wherein:
said particulars of benefits that are to be given to
said users vary according to the maker and model of goods
that said users have purchased from said sales center
5 and/or used items that said buy-back center has bought
back from said users.

40. A buy-back server that is provided in a buy-
back center for buying back used items that are targeted
goods, said buy-back server comprising:

site management means for managing a Website on a
5 network that directs said users to enter as input the
order numbers of goods that said users have purchased
through a specific sales center and that accepts
applications for buy-back of used items that are targeted
goods; and

10 means for carrying out a process of giving
prescribed benefits to said users after confirming that
said users have purchased goods from said sales center
based on said order numbers.

41. A buy-back server according to claim 40,
further comprising:

means for obtaining information relating to said
users from said sales center based on said order numbers
5 that said users are directed to enter as input when
applying for buy-back.

42. A buy-back server according to claim 41,
wherein:

said information relating to said users is
information relating to goods that said users have
5 purchased and/or information on the particulars of
benefits that are to be given to said users.

43. A buy-back server according to claim 42,
wherein:

said particulars of benefits that are to be given to
said users vary according to the maker and model of goods
5 that said users have purchased from said sales center
and/or used items that said buy-back center has bought
back from said users.

44. A buy-back server according to claim 41,
wherein:

said information relating to said users is personal

data of said users, information relating to goods that
5 said users have purchased, and/or information on
particulars of benefits that are to be given to said users.

45. A buy-back server according to claim 44,
wherein:

said particulars of benefits that are to be given to
said users vary according to the maker or model of goods
5 that said users have purchased from said sales center
and/or used items that said buy-back center has bought
back from said users.

46. A buy-back server according to claim 40,
further comprising:

means for simultaneously carrying out a process of
paying the buy-back prices of used items to said users and
5 a process of giving said benefits to said users.

47. A buy-back server according to claim 40,
further comprising:

means for transmitting, to said sales center by way
of said network, buy-back results that include information
5 relating to used items that have been bought back from
said users after completing the process of paying buy-back
prices of used items to said users.